



BREAST CANCER NEWS

Spring 2001

Orange County Breast Cancer Partnership

**The hotline now includes
Chinese Mandarin,
Cantonese, Korean and
Vietnamese**

BCEDP Expands Breast Cancer Hotline to include Four Asian Languages

By Angelina Sandoval, Health Education Associate

In an effort to reach Asian women the BCEDP announced that it has expanded its statewide breast cancer awareness hotline to include four Asian languages. As part of the "Every Woman Counts... Every Year" public awareness campaign, the breast cancer awareness hotline, which offers support services in English and Spanish, now includes Chinese Mandarin, Cantonese, Korean and Vietnamese.

mammograms. The hotline operates Monday through Friday, from 9:00 a.m. to 7:00 p.m. Live operators use interpreters to pre-qualify women who are uninsured or underinsured and refer them to local providers who offer medical services in the patient's native language.

"Asian and Pacific Islander women have the lowest rates of breast and cervical cancer screening of all ethnic groups in the United States," said Bonta. "As a result, their cancer is more likely to remain undetected and potentially develop into a deadly form. There is a dangerous misconception that Asian and Pacific Islander women are not a risk for breast cancer. Low screening rates among these women greatly contribute to cancer-related deaths, many of which could have been prevented with early detection."

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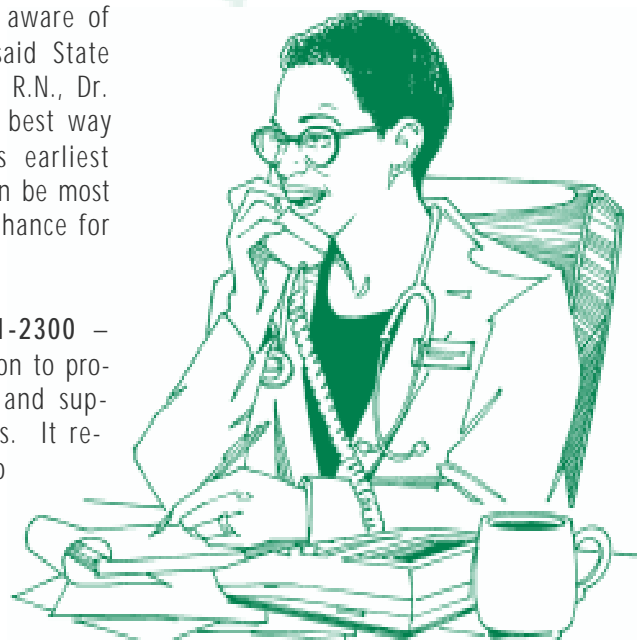
**County of Orange
Health Care Agency**

Public Health, Health Promotion Division

A Publication of the Orange County Breast Cancer Partnership

"The BCEDP's Asian-language hotline serves as a valuable resource for older Asian women who may not be aware of the threat of breast cancer," said State Health Director Diana M. Bonta, R.N., Dr. P.H. "Regular Screening is the best way to detect breast cancer at its earliest stage. If found early, when it can be most effectively treated, a woman's chance for survival is excellent."

The toll-free line – (800) 511-2300 – is the first of its kind in the nation to provide breast cancer information and support services in Asian languages. It refers low-income women who qualify to breast cancer screening providers statewide for free annual clinical breast examinations and





... The APHA is the oldest and largest gathering of public health professionals in the world, celebrating the successes of our past and exploring the challenges of our future, where disparities in health affecting underserved and vulnerable populations deepen divides in our society ...

American Public Health Association (APHA) Annual Meeting And Exposition

By Angelina Sandoval, Health Education Associate

The 128th American Public Health Association (APHA) Annual Meeting and Exposition was held from November 12-16, 2000. This year's focus was on "Eliminating Health Disparities" and it was held in Boston, Massachusetts. Boston is a dynamic city steeped in history, culture, old world charm, and academic and medical excellence.

Some of Boston's enduring attractions included the Freedom Trail, the John F. Kennedy Library and Museum, Faneuil Hall Marketplace, the Museum of Fine Arts and the Museum of Science. Other attractions included Boston Harbor, the Old State House, Beacon Hill, Boston Common and Public Garden, the Old North Church, the Trinity Church, and the Old South Church.

The APHA is the oldest and largest gathering of public health professionals in the world, celebrating the successes of our past and exploring the challenges of our future, where disparities in health affecting underserved and vulnerable populations deepen divides in our society. The APHA Annual Meeting Registration, Opening General Session, Public Health Expo, Career Mart, ResourceCenter, PubMart, Poster Sessions as well as many concurrent Scientific sessions took place at the Hynes Convention Center. Scientific sessions were held at several downtown hotels, including the Sheraton Boston Hotel, the Hilton Back Bay, the Marriott Copley Place, the Westin Copley Place and the Fairmont Copley Plaza. Many of these hotels were connected by skywalks to the Convention Center and these skywalks have over 100 shops, restaurants and attractions.

The 2000 Annual Meeting is a collection of scientific sessions, roundtable workshops, poster sessions and panel discussions, all designed to enhance knowledge and exchange information about public health. More than 900 sessions were planned and over 3,000 scientific papers were presented. There were many qualified presenters from Orange County, including Tricia Nguyen, MPH, from the Vietnamese Health Promotion Project, who spoke on "Preventing Hepatitis B: Hepatitis B radio outreach project for the Vietnamese community in Orange County."



Boston's Crusade Against Breast Cancer Mammography Van

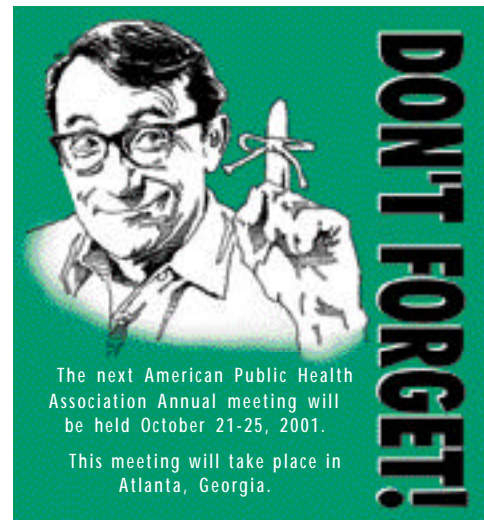
Mary Anne Foo, MPH, from Orange County Asian Pacific Islander Community Alliance, was another presenter who spoke on "Reach 2010: Reducing disparities in breast and cervical cancer screening and management among Pacific Islander and Southeast Asian women." There were two other presenters from Orange County, Jason Lacsamana, MPH, and Linn Cook. Jason and Linn presented on "A Multi-Dimensional Approach to a Multi-Dimensional Problem: The Asian and Pacific Islander men's health program."

Congratulations to them all for their successes!

Breast cancer was one of the many topics discussed at the Annual Public Health Association meeting. During the first afternoon of the meeting presentations included topics such as, "Breast Cancer Epidemiology: Insights into Disparities, Breast and Cervical Cancer Screening and Education, and Breast Cancer Screening." In addition to these sessions, an evening presentation on "Taking Aim at Racial and Income Disparities in Mammography Screening" also took place. The second day of the meeting included sessions on "The Health of the Hispanic Woman: How are we doing?, Cancer Control I & 2: Identifying the Needs for Asian Pacific Islanders as well as Politics of Breast and Cervical Cancer." During the third day of the meeting "Health Promotion, Screening and Interventions," was presented. Last but not least, the meeting ended on the fourth day with early morning presentations on "Breast Cancer Control: Strategies at the Beginning of the 21st Century." This last presentation was very empowering. It prepared those who attended for their next challenge towards the fight against breast cancer.



Mohammad Pervez, APHA Presenter, Wayna Cariaga, Partnership Intern and Angelina Sandoval, Health Education Associate, discussing sessions of the day.



The next American Public Health Association Annual meeting will be held October 21-25, 2001.

This meeting will take place in Atlanta, Georgia.



Paul C. Drew, MD discussing mammography use and the detection of early breast cancer. An ecological study according to race and geographic location in Tennessee.



The 128th APHA meeting was held at the Hynes Convention Center.



The Boston Mammography Van's purpose is to increase mammography opportunities for underinsured and uninsured women in Boston's neighborhoods.



Tricia Nguyen, APHA Presenter and Angelina Sandoval, Health Education Associate take a cruise around the harbor.

Communication Module News



County of Orange Health Care Providers and Women: Partners in Communication modules were successful!

By Sharri Mahdavi, Clinical Services Representative



Raul Sobero, Project Coordinator, giving an introduction



Josephine Mina and Juanita Rios reviewing a case senario



Angelina Sandoval, Health Education Associate, reviewing materials



Sharri Mahdavi and Juanita Rios reviewing the Breast Cancer Treatment Fund

The courses review Case Management, Billing Issues, Tracking and Follow-up and Breast Cancer Treatment Fund.

The Orange County Breast Cancer Partnership Communication modules were held at the Susan G. Komen Foundation on Wednesday, May 24, 2000 and on Wednesday, December 6, 2000. The first training attendees included BCEDP primary care providers, Mammogram Technologists and Clinical Support/Office Staff. The second training attendees included BCEDP Primary Care Nurses, Mammography Technologists and Office and Clinical Support Staff. The events commenced with a warm welcome from the Program Coordinator, Raul Sobero, followed by Josephine Mina's introduction to the course

starting with "What women are saying about their care" and Case Management Review. The afternoons proceeded with three concurrent break out sessions that included topics such as Billing issues, Tracking and follow-up and Breast Cancer Treatment Fund. The modules were well received by the participants. For those of you who missed the courses, we are planning to offer this course again this year. The brochures will be mailed out to all BCEDP/BCCCP providers, So keep a look out for them. If you have any questions, don't hesitate to call Sharri Mahdavi @ (714) 834-6193.



CBE News

The Clinical Breast Examination: Proficiency and Risk Management training is a six hour course aimed at increasing clinicians awareness of patient satisfaction and risk management issues related to breast cancer screening and diagnosis

The Clinical Breast Examination (CBE) course was outstanding!

By Sherminah Jafarieh, BS, Professional Education Consultant

The Orange County Breast Cancer Partnership's update on continuing education courses for primary care clinicians:

The *Clinical Breast Examination: Proficiency & Risk Management* (CBE) course was presented for the fifth time in Orange County on October 28, 2000, at the Breast Care Center at St. Joseph Hospital. This was the third course at St. Joseph Hospital this year. It was co-sponsored once again by the Department of Health Services-Cancer Detection Section, Susan G. Komen Breast Cancer Foundation, and the Breast Care Center.

The *Clinical Breast Examination: Proficiency and Risk Management* training is a six hour course aimed at increasing clinicians awareness of patient satisfaction and risk management issues related to breast cancer screening and diagnosis, enhancing knowledge of the essential elements of a comprehensive clinical breast examination, and improving the skills in 1) lump detection and discrimination on manufactured breast models and 2) techniques for conducting a clinical breast examination. The course includes didactic lectures, demonstrations, small group discussion sessions, and a one-on-one practicum with a faculty and a standardized patient.



Scott Shufford, NP, reviewing CBE techniques with participants



Dr. John West, director of the Breast Care Center, presented a work-up of abnormal findings

Our fall course was very successful and participant post-course evaluations were once again outstanding. The faculty team received extremely high appraisals from the participants. Dr. John West, who is the director of the Breast Care Center and an invaluable faculty for all three courses at St. Joseph, presented the Work-up of Abnormal Findings. Dr. Gary Levine, a local radiologist for West Coast Radiology and BCEDP provider, presented Anatomy and Physiology for the fourth time. His delivery style and curricula content have been acclaimed by all participating clinicians and resulted in large clinician turnout each course. Both Dr. West and Dr. Levine have extensive experience presenting to clinicians, as they are Assistant Clinical Professors at the University of California, Irvine, Medical School. Our line up of Practicum Faculty was outstanding. These faculty worked with the clinicians

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Breast Health News



Breast Health Presentations for County Employees

By Angelina Sandoval, Health Education Associate



Women in Orange County have a one in eight chance of developing breast cancer in their lifetime. The statistics are alarming...

According to the Orange County Health Needs Assessment, Spring Report, 1999, Cancer is the second leading cause of death in the County and breast cancer is the leading cause of cancer deaths among women. Women in Orange County have a one in eight chance of developing breast cancer in their lifetime. The statistics are alarming. It is equally alarming that there are no means of preventing breast cancer. There are methods of early detection through the triad which includes breast self-examinations, clinical breast exams, and mammograms. Recently, County employees benefited from breast health presentations: the employees learned about prevention of breast cancer and new techniques in diagnosis and treatment. They also learned about the importance of early detection and various treatments. A personal Breast Cancer Risk Assessment was also explained. Finally, a personal plan of action in the fight against breast cancer was discussed.

The County of Orange has a Health Promotion Program, which includes the Orange County Breast Cancer Partnership (OCBCP). The Partnership's responsibilities are to maintain the BCEDP Provider Network and to conduct community health education. As part of its community education efforts, the Partnership in collaboration with Mission Regional Hospital gave breast health presentations to County employees.

There was a total of four presentations this year, two earlier this year and two more in October during Breast Cancer Awareness Month, which were all very well attended. Julie Beck, RN, MSN, OCN, Breast Care Coordinator at Mission Regional Breast Center gave the presentations and Angelina Sandoval and Sharri Mahdavi from the Partnership explained the services the Partnership offers and had a table of brochures and incentive items. The presentations were a very positive and empowering experience for the employees, and they should be continued.

GET MORE INFORMATION!

For more information regarding the BCEDP or to see if you qualify please call:
(800) 511-2300

For more information regarding these presentations please call Julie Beck at Mission Regional Breast Center at:
(949) 365-CARE



Vons/Pavilions Promotional Activities for National Breast Cancer Awareness Month

By Angelina Sandoval, Health Education Associate

Vons/Pavilions Promotion News

... volunteers set up
booths inside the stores
and gave out breast
cancer awareness
materials, incentive items
and goody-bags to
women over the age of
40. The goody-bags and
some of the materials
were donated by the
Vons/Pavilions stores ...

During the month of October, Vons/Pavilions stores throughout California had several promotional activities in the stores to bring awareness about breast cancer to their customers. The month began with Public Service Announcements (PSAs) about the importance of having a mammogram. These PSAs were being broadcast during the day through out the entire month. The second activity was a sale of Pink Ribbons and Carnations. The money raised was donated to community organizations who are active in the fight against breast cancer. In Orange County, \$3,753.55 was donated to the Susan G. Komen Breast Cancer Foundation in Costa Mesa. The third activity, was the Vons/Pavilions Breast Cancer Education Promotion. Ten stores in Orange County (Santa Ana, El Toro, San Juan Capistrano, Garden Grove, Westminster, 2 in Orange, 2 in Yorba Linda, and Huntington Beach) participated in the Promotion. This was a week long activity. Volunteers set up booths inside the stores and distributed breast cancer awareness materials, incentive items and goody-bags to women over the age of 40. The goody-bags and some of the materials were donated by the Vons/Pavilions stores. Thank you to all the stores and store managers who were so generous in allowing the volunteers to set up the booths inside the stores. Many of the stores went out of their way and gave the volunteers a table, tablecloth and a bouquet of flowers and balloons for the booth. Thank you also to all of

the volunteers who with out them this promotion would not have been as successful. Many of the volunteers worked two shifts, evening shifts and weekend shifts in order to reach as many women as possible. The Vons/Pavilions promotions were so successful that the calls to the breast cancer awareness hotline, (800) 511-2300, were four times higher in October (318) than in September (78), and promotions for October 2001 are being arranged.



Sharri Mahdavi, RN, BS, Clinical Services Representative, volunteering at the Orange store.



Mike Nelson, Store Manager from the Orange store welcomes Karen Dietzen, Nurse Consultant from the California Department of Health Services.

Women's Health News

... Sen. Dunn's top priority is to provide services to his constituents.

He believes strongly in helping people gain a voice in governing their communities ...



Angelina Sandoval thanking Senator Joseph Dunn for the Partnership's second invitation to the Women's Health Conferences.

Senator Joseph Dunn's Second Annual Women's Health Conference

By Angelina Sandoval, Health Education Associate

For the second year in a row Senator Joseph Dunn has made it his priority to have a Women's Health Conference. Sen. Dunn's top priority is to provide services to his constituents. He believes strongly in helping people gain a voice in governing their communities.

His last conference was on October 20, 2000, at the Anaheim Memorial Medical Center during National Breast Cancer Awareness Month. The conference was co-sponsored by the Anaheim Memorial Medical Center and Bristol-Myers Squibb Company. The day began with Mrs. Diane Dunn's welcome and acknowledgement of Sponsors, the Health Resource Fair. Fran Hanckel, AMMC CEO, touched on Anaheim Memorial Medical Center, and Senator Joseph Dunn highlighted the State Legislature's accomplishments in Health Care.

The keynote speaker was Elizabeth "Betsy" Mullen, breast cancer survivor and President/Founder of Women's Information Network Against Breast Cancer (WIN ABC), a national nonprofit organization. WIN ABC was created to empower breast cancer patients to become informed partners with their health care team as they travel through diagnosis, treatment and recovery with confidence and grace.

The following speaker was Dr. Bhola, AMMC Chief of Staff, who spoke about the AMMC physicians. Dr. R. Engle spoke on Heart Disease, Dr. J. Lester spoke on Breast Health, and Dr. E. Mark spoke on Post-Menopausal Health. The conference ended with a session of "questions and answers."



Health Resources

- The California Department of Health Services

www.dhs.ca.gov

Toll-free numbers:

- Breast Cancer Early Detection Program
(800) 511-2300

- Domestic Violence Resources
(800) 537-2238

- Health Resource Center
(800) 313-1310

- Healthy Families Program
(800) 747-1222

- Office of Women's Health
(916) 653-3330

- Newsgroup for women and links related to women's health
Tile.net/news/altsupportmenopause.html

- Breast Cancer and Mammography Facts From the National Cancer Institute
www.nci.nih.gov

- American Cancer Society
www.cancer.org/bcn/index.html

- State of California, Commission on the Status of Women
www.statusofwomen.ca.gov
(916) 445-3173

Race for the Cure News

Race For The Cure!

By Angelina Sandoval, Health Education Associate

The Susan G. Komen "Race for the Cure" Series has become the largest series of 5K runs/fitness walks in the world. Races have been held in 107 U.S. cities and two foreign countries through out the year with over one million participants.

Proceeds from the Komen Race for the Cure Series help fund important breast cancer research as well as breast health initiatives on a local level. Seventy-five percent of the proceeds remain in the local community where the Race is held, helping to support breast health education and breast cancer screening and treatment programs for the medically underserved. These programs are funded based upon a special needs assessment survey performed by each Affiliate. A minimum of 25% of Race proceeds help fund breast cancer research and project grants awarded through Komen Foundation Headquarters.

The Susan G. Komen, Orange County, "Race for the Cure," took place on Sunday, September 24, 2000. The Race was held at Fashion Island in Newport Beach. The first race was held at 7:35 a.m. which



was the Women's 5K Run/Walk. The second race was at 7:45 a.m. and was the Family 1 Mile Fun Walk. The third race

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... I was in awe, to see how many of the participants in some form had been touched by breast cancer and had made it a personal statement to be in the Race. Many wore matching shirts saying "In memory of Mom."

Others made huge posters and placed them up and down the Race way proclaiming their love, respect and admiration for a love one...



Angelina Sandoval, Health Education Associate, Ashley and Candice Schroeder, Angelina's daughters and Jessica Sandoval, Angelina's niece, finish the Family 1 Mile Fun Walk. Jessica's grandmother lost her battle with breast cancer on March 27, 2000, and she ran the race in memory of her grandmother, Porfiria Rubalcava.



Raul Sobero, Project Coordinator, working at the exhibit table during the Race for the Cure.



Wayna Cariaga, Partnership Intern and Candice Schroeder, Angelina's daughter, distributing breast health information to the crowds.



Racing for the Cure...

Digital Mammography News



...from a woman's perspective, digital mammograms are performed like traditional mammograms-the image just is not stored on film. And radiologists read those printouts just as they read standard mammograms...

FDA Approves First Digital Mammograms

By Angelina Sandoval, Health Education Associate

The nation's first digital mammograms—computerized breast x-rays to detect breast cancer—were approved by the Food and Drug Administration on January 31, 2000. The FDA cautions that digital mammograms appear as good as-but not better than-regular mammograms in detecting early cancers. However, the new technology does offer the following potential advantages:

- Electronic storage to avoid lost films
- Exposure adjustment to prevent needing another x-ray
- Electronic transmittal to specialists worldwide for consultation

Approval for the digital mammography was specific that the radiologists read hard-copies (printouts) of the images and not simply view the image on the computer screen.

From a woman's perspective, digital mammograms are performed like traditional mammograms-the image just is not stored on film. And radiologists read those printouts just as they read standard mammograms. With standard mammography, the limitations of film can affect the quality of radiographers to detect potential breast cancers. Film can be affected by resolution, exposure range, film noise, and film processing artifacts. Because of these limitations, multiple images may be required, which could lead to false positive readings, and unnecessary biopsies, incurring both emotional and financial

costs. These limitations are less with digital mammography. This new technology offers exciting possibilities for future use. Doctors may be able to enhance and improve the images using the computer. Also, future studies may determine whether injecting dyes into the breast or devising computer-generated images of breast tissue from different angles could be able to detect tumors easier.

Article available at:

<http://www.breastcancerinfo.com/news/html/030900.asp>

Digital Mammography Sites:

www.hersource.com/breast/02/a-mammo.cfm
www.hlnl.gov/eng/ee/erd/siprg/mamhome.html
www.ozemail.com.au/~glensan/digmam.htm
www.fda.gov/bbs/topics/answers/ansoiooo.html



Healthy Life Styles News



... children who live with smokers have a greater chance of developing certain illnesses such as: colds, asthma, bronchitis, pneumonia, chronic coughs, ear infections, and higher risk of serious lung disease. According to the USDHHS, the tobacco industry loses two million smokers each year because they quit smoking or die, but are replaced by 3,000 young people who begin smoking everyday...

Want To Quit Smoking?

By Angelina Sandoval, Health Education Associate

According to the Tobacco Use in California, 15% of Orange County adults are smokers (18.7% males, 12% females). Smoking is the number one preventable cause of premature disease and death in the United States, killing 434,000 people (plus 53,000 nonsmokers) each year—one of every five American deaths. Smoking causes 30% of heart disease and cancer deaths, and 80% of emphysema deaths as per the Education Development Center. The Tobacco Use Prevention Program (TUPP) is one of the County of Orange Health Care Agency's programs which focuses on smoking. Their mission is to reduce tobacco use and exposure to environmental tobacco smoke in Orange County by mobilizing a broad-based network of community organizations and committed individuals.

Some of their programs include "Youth and Prevention Programs"; "Public Policy Programs" which include restrictions as to where smoking is permitted, reduction in the availability of tobacco products to minors and regulation of the placement of tobacco advertisements and promotions; and "Community Service Programs" which include training for smoking cessation facilitators, brief phone counseling, self-help quit materials, and referrals to community cessation programs. The Community Service Programs also include training for teachers, tobacco education materials, videos, display boards and teaching models. Another aspect of the Community Services Programs is to assist with community organizations, health care providers, and

educators in developing effective tobacco prevention/cessation programs. TUPP is a valuable asset not only to the community but to the county at large.

Smoking is not only harmful to the smoker but the smoke may also be putting their loved ones in danger of secondhand smoke. Twenty one percent of children who live in Orange County are exposed to smoking at home. Secondhand smoke is the smoke that comes from people who are smoking. This smoke is very dangerous because it contains over 4,000 chemicals (43 of which are cancer causing) that can cause many illnesses for people who breathe it. It also causes 53,000 deaths per year in the United States alone. Moreover, children who live with smokers have a greater chance of developing certain illnesses such as: colds, asthma, bronchitis, pneumonia, chronic coughs, ear infections, and higher risk of serious lung disease.

There are many things a smoker can do to protect their loved ones from secondhand smoke: have a smokefree home, have a smokefree vehicle, ask others not to smoke around you and avoid places where smoking occurs. The California law does not allow smoking in almost all workplaces, including restaurants, bars, and gaming places.

According to the USDHHS, the tobacco industry loses two million smokers each year because they quit smoking or die, but are replaced by 3,000 young people who begin smoking every day. Furthermore, ninety percent of all



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Hot Line News

**... Asian and Pacific
Islander women have the
lowest rates of breast and
cervical cancer screening
of all ethnic groups in the
United States ...**

Breast Cancer Screening News

**Breast cancer is the
leading site for
cancer incidence and
mortality for
Asian and Pacific
Islander (API), women in
the nation.**

BCEDP Expands Breast Cancer Hotline to include Four Asian Languages

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Asian and Pacific Islander women are also the only ethnic group to see an increase in breast cancer incidence in recent years. Breast cancer incidence rates among these women in California have increased by more than 15 percent from 65 per 100,000 in 1988 to 76 in 1997. The greatest increase occurred among Asian Pacific Islander women ages 50-64. The cause of the increase is unknown. However, state health experts believe that breast cancer risk may be higher among this group of women compared to their mothers because of changes in the reproductive and dietary patterns associated with a Western lifestyle. All women 40 years of age and older, especially women over 50, should have regularly scheduled mammograms every year. National studies indicate that deaths

due to breast cancer could be drastically reduced by up to 30 percent in women 50 and older if they are screened annually.

Since its inception in 1995, the breast cancer awareness hotline has received more than 60,000 calls. Qualified women over 40 years of age can receive free breast cancer screening services from physicians and clinics located in their local area. In Orange County, more than 100 providers, including doctors, nurses, hospitals and clinics are enlisted to provide breast cancer screening, mammography, diagnostic and treatment services. Approximately 900 women per month in Orange County receive screening services through the BCEDP.



2nd Annual Asian Pacific Islander Breast Cancer Screening Event!

By Angelina Sandoval, Health Education Associate

Breast cancer is the leading site for cancer incidence and mortality for Asian and Pacific Islander (API) women in the nation. AAPI women also have the lowest rates of screening for cancer of all ethnic groups, and low levels of knowledge about and use of clinical and breast-self examinations. Breast cancer awareness has been a successful avenue of improving this reality.

The second annual Asian Pacific Islander Screening event was held on October

21, 2000. Free clinical breast examinations and mammograms were given to women who qualified. In order to bring awareness to "breast cancer" the screening event was held during National Breast Cancer Awareness month. The event was held at the Garden Grove Medical Center in Garden Grove. Four Asian communities were represented: the Vietnamese, Korean, Japanese, and Chinese. Volunteers were available to assist the women with interpretation. Breast self-examination (BSE) videos

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Clinical Breast Examination course

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one-to-one with the patient instructors (standardized patients). This section of the course was rated the most useful and effective by all participating clinicians. The patient instructors were trained to give the participants constructive feedback on their examination techniques. They were aware of the communication with the patient, positions, perimeter, pattern of search, palpation, pressure, and patient education/plan of action. We had a dynamic group of patient instructors who were excited about the course and gave valuable feedback to the participants.

Its continuing success throughout the state has prompted Breast Cancer Partnerships to present CBE courses more frequently throughout the year. The Orange County Breast Cancer Partnership will be offering another CBE course early on in 2001. Health care providers may report 5 CME credits. ***Class space is limited. Please register early to ensure seating.*** You may call Josephine Mina at the Breast Cancer Partnership for more information and to register. The course registration fee is \$15 (please make checks payable to the OC Breast Cancer Partnership). You may call us directly at 714/834-7584 or 714/796-0155 to register.

2nd Annual Breast Cancer Screening Event

Continued from page 13

were being viewed in the different languages and the women practiced BSE on breast models in the waiting room. There was a great turn out, this year's total of 65 women screened surpassed the

Race For The Cure!

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was held at 9:35 a.m. which was the Coed 5K Run. The last race was at 9:40 a.m. and was the Coed Walk. There was \$5,000.00 worth of prize money which was awarded!

I was in awe, to see how many of the participants in some form had been touched by breast cancer and had made it a personal statement to be in the Race. Many wore matching shirts saying "In memory of Mom." Others made huge posters and placed them up and down the Race way proclaiming their love, respect and admiration for a love one. A young boy held a baton with a yellow star at the end saying, "Your spirit still shines." It is evident that all of the participants took pride in preparing for the Race.

There were many things to do after the races. One could enjoy the Health/Fitness booths, Chevron kids' Expo, live entertainment and food. The Orange County Breast Cancer Partnership staffed an exhibit table at the Race. Thousands of materials were given out, and many of the participants practiced Breast Self Examination (BSE) on breast models. Several of the Partnership staff participated in the Race such as, Josephine Mina, Angelina Sandoval, Juanita Rios, and Wayna Cariaga. Great job ladies!

Quit Smoking

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smokers begin smoking by the age of 19, sixty percent by the age of 14.

Smoking costs Orange County (health expenditures, morbidity, mortality) over one-half billion dollars annually (\$238 per resident or \$1,541 per smoker). Smoking also contributes to health care expenditures which amount to \$85 annually per Orange County resident.

For more information, or if you want to quit smoking, free help is just a phone call away.

- Contact the Orange County Health Care Agency, Tobacco Use Prevention Program at (714) 541-1444.
- The California Smokers' Helpline's phone # is: 1-800-NO-BUTTS.

The Helpline is a telephone program that can help you quit smoking. The Helpline services are free, funded by the California Department of Health. Services are offered in English, Spanish, Mandarin, Cantonese, Vietnamese, Korean, and TDD/TTY.

Service Hours: Monday through Friday, 9:00 a.m.-9:00 p.m., Saturday 9:00 a.m.-1:00 p.m. If you call after hours or if the lines are busy, you will reach the Helpline's 24-hour voice mail service.

Orange County Activities



Upcoming Events!

n **Mind, Body & Spirit (Health Care Symposium)** **OC African American Women's Health Coalition**

Saturday, May 5, 2001

8:00 a.m.-4:30 p.m.

This event will be held at:
Chapman University, Argyos Forum
1 University Drive
Orange, CA 92866
(714) 997-6815

For information call Bea @ (714) 636-1828 or Sybella @ (310)764-9155.

n **Communication Module**

Wednesday, May 16, 2001

9:00 a.m.-3:00 p.m.

This event will be held at:
Susan G. Komen Breast Cancer Foundation
3191-A Airport Loop Drive
Costa Mesa, CA 92626
(714) 957-9157

To RSVP or for more information, please call Sharri Mahdavi at (714) 834-6193.

n **General Partnership Meeting**

Wednesday, June 13, 2001

6:00-8:00 p.m.

This event will be held at:
Susan G. Komen Breast Cancer Foundation
3191-A Airport Loop Drive
Costa Mesa, CA 92626
(714) 957-9157

To RSVP or for more information, please call Angelina Sandoval at (714) 834-6194.

n **Clinical Breast Examination (CBE) Module Training**

Saturday, June 16, 2001

(Location will be announced)



New Staff News

We are proud to introduce our newest employees, Patrick Nilssen and Juanita Rios. They are working together on the California Breast Cancer Treatment Fund Program. The Treatment Fund is working to see that Californians without health insurance and other sources of health care coverage are able to get breast cancer treatment.



OCBCP Welcomes New Staff!

By Angelina Sandoval, Health Education Associate



Juanita Rios
Patient Relations Specialist

Juanita currently attends California State University, Long Beach where she will graduate in May, 2001 with a BS degree in Health Science emphasis in Community Health and School Health Education, and upon graduation she plans to attend nursing school. Some of Juanita's responsibilities include assisting the Patient Care Coordinator with BCTF patient enrollment, maintaining contact with Spanish speaking patients, and assisting Komen/County patients with provider appointments. Other responsibilities include: to provide educational materials on breast cancer treatment for BCTF patients as well as to provide some clerical support for the Partnership. Juanita can be reached at: (714) 834-6607.



Patrick Nilssen, RN, OCN
Patient Care Coordinator

Patrick is a registered nurse and has been in the field of Oncology since 1989. He started out in acute care as a staff nurse, then went to oncology home care as an Assistant Director and managed several infusion pharmacies.

Most recently, he was employed in research at a local hospital coordinating several oncology clinical trials.

He is now the Patient Care Coordinator for the California Breast Cancer Treatment Fund and manages all of the Orange County applications, enrollments and treatments.

Patrick can be reached at: (949) 631-0722.



... the CBE course is a continuing education course for primary care clinicians who are currently performing CBEs. The target Participants include Physicians, Nurse Practitioners, and Physician Assistants. The course provides comprehensive training in CBE and follow-up of women to enable early detection of breast cancer...



Clinical Breast Examination (CBE): Proficiency and Risk Management course available

By Angelina Sandoval, Health Education Associate

In the last decade there has been increased attention regarding early detection for breast cancer. Breast Self-Examination (BSE), Clinical Breast Examination (CBE) and mammography are the primary methods of breast cancer screening. The CBE is an important component of the screening process. It is the exam a woman receives from her health care provider to detect any breast abnormalities.

In order to improve the skills in this area for Health Care Providers, the Clinical Breast Examination (CBE): Proficiency and Risk Management for Healthcare Providers course was developed by the California Department of Health Services Cancer Detection Section.

The CBE course is a continuing education course for primary care clinicians who are currently performing CBEs. The target Participants include Physicians, Nurse Practitioners, and Physician Assistants. The course provides comprehensive training in CBE and follow-up of women to enable early detection of breast cancer. It includes didactic presentations, baseline assessments, 1:1 practicum with Patient Instructors, CBE video, work-up of abnormal findings, and post-test with silicone breast models. The course has received outstanding evaluations. Courses are held throughout Orange County and are on Saturdays from 8:00-3:00 p.m. There is a

\$15.00 fee for the Participants.

The OCBP holds three CBE courses a year. In order to prepare for the upcoming courses, the Partnership has a continuous enrollment for Patient Instructors (PIs). The PIs are the women being examined by the providers during the course. Patient Instructors (PIs) play the role of both the patient and the instructor. They have 2-3 clinical breast exams by health care professionals and provide feedback to them regarding their examination technique. New PIs must attend a 2-3 hour evening prep-meeting. The prep-meeting will prepare them for the course. They watch a video, discuss their roles and responsibilities, and have a CBE performed on them to determine the texture of their breasts. New PIs are paid \$20.00 for attending the prep-meeting and \$60.00 for participating in the course. If they agree to participate in the next CBE, the returning PIs will get paid \$60.00 for the course because they will not need to attend the prep-meeting again. To qualify as a PI you need to be over 40 years old, have good communication skills, attend a prep-meeting, complete an application, sign a consent and confidentiality form, and you must have had a normal clinical breast exam and mammogram during the past year, and no prior history of breast surgeries or breast cancer. The PI role is an exciting and rewarding role. Don't miss out on our next CBE course.

- If anyone is interested in becoming a Patient Instructor, please call Juanita Rios, at the Orange County Breast Cancer Partnership, at (714) 834-6607.
- If anyone is interested in being a participant, please call (714) 796-0157.

Orange County Breast Cancer Partnership



EARN \$80!

Earn up to \$80 while helping to improve the quality of women's health care!

The Orange County Breast Cancer Early Detection Program is looking for women over 40 years of age to be patient instructors (PIs) at a Clinical Breast Exam Training course for physicians, nurse practitioners and physicians assistants. The course takes place on Saturdays and runs from 8:00 - 3:00 p.m. but the PIs only need to attend from 10:00 - 2:00 p.m.

As a Patient Instructor (PI), you will:

- Be given a breast exam by a medical provider
- Learn how to give feedback to medical providers on how they perform breast exams

To qualify:

You must be 40 years old

You must have good communication skills

You must attend a preparatory meeting (New PIs will be paid \$20 for attending the prep-meeting and \$60 for participating in the course. Returning PIs will be paid \$60 for participating in the course). The prep-meeting is in the evening from 6:00 a.m. to 8:00 p.m.

You must be willing to complete an application, health history, confidentiality and consent forms

You must have had a normal clinical breast exam and mammogram in the past year and no prior history of breast surgeries or breast cancer

Please contact Juanita Rios at the Breast Cancer Early Detection Program, (714) 834-6607, if you are interested in being a patient instructor or if you have any questions.

***Please pass this flyer on to others who may be interested and qualified for this role.

Patient instructors are limited so call early if you would like to participate!

Orange County Breast Cancer Partnership



Clinical Breast Examination: Proficiency and Risk Management

A Continuing Education Course for Primary Care Clinicians
(who are currently performing CBEs)

DATE: Saturday, TBA

LOCATION: TBA

TIME: 8:15 am – 3:15 pm

REGISTRATION FEE: \$15 (make checks out to O.C. Breast Cancer Partnership)

LEARNING OBJECTIVES:

At the end of this program, the participant will be able to:

- Explain why a comprehensive breast examination is an essential component of a woman's annual physical examination.
- Outline risk management strategies to promote patient satisfaction with breast cancer screening services and to avoid delayed or failed diagnosis of breast cancer. Improve proficiency in palpation skills for lump detection and discrimination using manufactured breast models.
- Improve proficiency in five essential elements of a clinical breast examination on a woman, including: positions, perimeter, pattern, palpation, and pressure. Recognize normal anatomy and physiology of the breast throughout the life cycle and relate this information to timing and techniques for CBE, BSE, and mammography.
- Discuss communication considerations when performing a clinical breast examination.
- Describe common breast abnormalities that may present as clinical findings upon visual inspection, palpation, or mammography.
- Review important questions for a focused breast health history, including those assessing personal risk for breast cancer.
- Describe key messages and approaches for providing patient education and developing a plan of action for routine breast cancer screening for asymptomatic women.

PROGRAM DESCRIPTION:

This is an interactive hands-on workshop that was developed by the California Department of Health Services in conjunction with national experts. It provides comprehensive training in CBE and follow-up of women to enable early detection of breast cancer. It includes didactic presentations, baseline assessment, 1:1 Practicum with Patient Instructors, CBE video, Work-Up of Abnormal Findings, and post-test with silicon breast models. The course has received outstanding evaluations from these target participants:

- Physicians
- Nurse Practitioners
- Physician Assistants

"This is the first time I was thoroughly instructed on the proper techniques for doing breast exams..." *"I appreciated the personal attention and immediate feedback..."* *"Thank you for this course, I didn't know how much I didn't know..."*

Clinical Breast Examination: Proficiency and Risk Management Course Registration Form

This is an activity offered by the California Department of Health Services, a CMA-accredited provider. Physicians attending this course may report up to 5 hours of Category 1 credits toward the California Medical Association's Certificate in Continuing Medical Education and the American Medical Association's Physician's Recognition Award. Other health care providers (NP & PA) may also report these credits to their respective Boards.

Class space is limited-please register early to ensure seating. Preference will be given to BCEDP Providers. Please complete and return this registration form. You may also call us directly at (714) 796-0157 or mail your completed registration form and registration fee to **12 Civic Center Plaza, Ste #127, Santa Ana, CA 92701** (to the attention of **Josephine Mina**). The course fills up fast so please call to reserve a spot. **FAX # 714/ 834-5053**

Name: _____ Credentials: _____ License# (for CME unit credits) _____

Facility: _____ Phone: () _____ Fax: () _____

Address: _____ City/State/Zip: _____

Registration Deadline: To Be Announced

Orange County Activities



Save the Date

Calendar of Events — March-April, 2001

n Executive Council Meetings

Wednesday, March 14, 2001

12:00-3:00 p.m.

Location: American Cancer Society
1940 E. Deere Ave. #100, Santa Ana

For more information or to RSVP, please call Gina Quiroz at (714) 796-0155.

n Asian Pacific Islander Task Force Meetings

Thursday, March 15, 2001

12:00-2:00 p.m.

Location: Vietnamese Community of Orange County (VNCOC)
5015 W. Edinger, #K-L, Santa Ana

For more information or to RSVP, please call Yolanda Arce at (714) 834-5736.

n OC African American Women's Health Coalition Meetings

Wednesday, March 28, 2001

6:00-8:00 p.m.

Wednesday, April 11, 2001

6:00-8:00 p.m.

Wednesday, April 25, 2001

6:00-8:00 p.m.

***These meetings will be held at:*

The Sunkist Library
901 S. Sunkist Ave., Anaheim CA

For more information or to RSVP, please call Sybella Patten at (714) 636-1828 or (310) 764-9155.



Questions?

Call the Orange County Breast Cancer Partnership

Main Number (800) 298-0800		Fax Number (714) 834-5053
Raúl Sobero	Project Coordinator	(714) 834-3695
Josephine Mina, RN, BSN		
Supervising PHN	Clinical Services Coordinator	(714) 834-7584
Sharri Mahdavi, RN, BS	Clinical Serv. Rep.	(714) 834-6193
Angelina Sandoval, BS, CHES	Health Education Associate	(714) 834-6194
Gina Quiroz	Project Support	(714) 796-0155
Juanita Rios	BCTF Patient Relations Specialist	(714) 834-6607
Patrick Nilssen, RN, OCN	BCTF Patient Care Coordinator	(949) 631-0722
Billing Support Unit		(800) 330-1536

for billing inquiries and issues; enrollment; claim form submission or reimbursement.

The Orange County Breast Cancer Partnership is located at:
12 Civic Center Plaza, Suite #127, Santa Ana, CA 92701

Quarterly Quote—

*“When one door of happiness
closes, another opens; but
often we look so long at the
closed door that we do not see
the one which has been
opened for us”*

—Helen Keller



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